**Brief Discussion on the Influence of Value Guidance on the Construction of Learning Atmosphere in Higher Vocational Colleges**

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**Abstract.** Values are the endogenous power which affects one's development, only from the student's ideology, value pursuit etc., can really let the student truly be willing to learn, and even love learning and study diligently. This paper attempts to guide students to understand college life correctly from the university spirit, to guide students to understand their own major correctly from the craftsman spirit, and then to form professional identity, to guide students to understand the importance of being a man, doing things and cultivating one's moral character from ideological and moral education.

"The prosperity and strength of a country and a nation is not determined by the temporary economic prosperity, but by the values of a country and a nation, that is, the value orientation."[1] General Secretary Xi Jinping said, "when the youth prosper, the country prosper; when the youth flourishes, the country flourishes. If the younger generation has ideals, skills and responsibilities, the country will have a future and the nation will have hope." Contemporary college students shoulder the historical mission of the great rejuvenation of the Chinese nation, whose value orientation is related to the future and destiny of the country and the nation. Universities are not meant to produce sophisticated egoists with a single skill, but the talented person with feelings and warmth who can illustrate illustrious virtue, renovate the people and rest in the highest excellence.[2] Our universities should not only "Spread the truth, teach learning, answer difficult questions", but also build values and cultivate personalities. Values is one of the development of endogenous power, leading the contemporary college students to form correct values and value pursuit is the advance work of doing all school work well, only from endogenous factors such as student's thought concept, value pursuit, can really let the student truly be willing to learn, and even love learning and study diligently.

As a whole, there is a gap between the Learning Atmosphere of higher vocational colleges and that in undergraduate colleges. It is related to the enrollment expansion of Chinese colleges and universities and the admission methods of colleges and universities, as well as the quality of our students. At present, students in higher vocational colleges have weak consciousness of self-development, lack of self-management ability and muddling through their lives, it is usually manifested as being late for class or absent from class, or playing mobile phones, sleeping and chatting in class, cheating in exams also happens from time to time, for the majority of vocational students, online games, dating, part-time jobs outside school, etc. occupy most of the time, learning this main business has almost become a sideline. [3]Without a clear sense of self, there is no clear goal and planning, it is also difficult to be positive in learning. "Why come to college?""Why did you choose this major?""What kind of work do you want to do after graduation?" When students are asked such questions, most of them give unsatisfactory answers, "Parents want me to get a diploma.""If you don't study, you can't go out into the society now.""Parents asked me to choose.""My parents have arranged my future job.""Let's wait until after graduation. It's too early to think." It is obvious that most students do not take the time to seriously think about and plan their personal growth, whether it is a short-term or long-term career plan, or even think about what college means to them. Therefore, it is worth thinking about the influence on students' ideological values from the perspective of value guidance in order to change students' learning from internal causes.
1. Guide Students to Have a Correct Cognition of College Life with University Spirit

"I feel like I've been to a 'fake' university," the student said. "College life is not as free and easy as I thought." The relaxed freedom of not studying and doing nothing has never been the value of the existence and significance of The Times of university. Universities and colleges are responsible for the five functions of knowledge transmission, scientific research, social service, cultural inheritance and international exchange and cooperation. There is no university or college that does not shoulder the mission of cultivating talents, inheriting culture and providing valuable scientific knowledge for society. Universities and colleges in China should train qualified builders and successors for the cause of socialism with Chinese characteristics, this idea should be the internal psychological elements of every college student, in particular, our higher vocational students should find the right position, establish the goal under the guidance of university spirit, understand the responsibility on their shoulders, and understand the era responsibility of Chinese college students in the new era.

As we all know, famous universities at home and abroad have their own university spirit to guide the development of the University, such as "pursuing truth" and "making you a better self" in the spirit of Harvard University, such as "building our country" and "seeking truth and innovation" in the spirit of Zhejiang University. Learning is to pursue truth, to strive for self-improvement, to forge ahead for national rejuvenation, which is a mission education as well as a responsibility education. From the macro level, learning is for the country, the nation and the society; from the micro level, learning is for the family, the family and themselves; from the external power, learning is the need of the national social development; from the internal power, learning is the need of personal self-improvement and self survival. People should be responsible, have motivation, and understand why they learn. Learning is the pursuit of the truth, and it is an effort to make progress for the self, and it is to make progress for the national rejuvenation of the nation. It is a mission education, also a responsibility education. From the macro level, learning is for the country, nation and society. From the micro level, learning is for the family, relatives and themselves. From the perspective of external motivation, learning is the need of national social development, while from the perspective of internal motivation, learning is the need of individual self-improvement and self-survival. People should be responsible, but also have motivation, and understand why they learn.

2. Cultivating Students' Professional Identity with the Spirit of Craftsman

Many of my students are saying, "I don't think it's useful to study e-commerce. I don't know what I can do in the future." In reality, students in higher vocational colleges do not have a strong sense of personal identity for their major Especially the higher vocational students of liberal arts are more obviously not interested in their own major. Students usually feel that their professional skills are not strong. Operational is not strong. It is difficult to have a skill. Whether students choose their major passively or actively, most students' enthusiasm and motivation for learning in school are easily influenced by external environment, such as professional employment prospects, teacher teaching level, school rankings, personal reasons and so on. For example, the school of our business kind basically give priority to with the major such as electronic commerce, logistics management, market sale, the student feels in actual operation is few, and even have a student to say: "teacher, I learned now later stem sale, I go out now also stem sale, that I study still have what use?"

The talents cultivated by higher vocational education are high-quality professionals who can engage in compound skills at the frontline grassroots level. Therefore, our specialization and professionalization are strong, especially in the personal professional field, we need to be more in-depth, meticulous and constantly pursue. Just as "craftsman spirit" is the spirit of pursuit of perfection, its core connotation lies in not only taking work as a tool to earn money and make a living, but also in establishing an attitude of reverence for career, dedication to work, and responsibility for products, paying great attention to details, and constantly pursuing perfection. It can be seen that to
cultivate students’ professional identity, we have to start from a deep understanding of this major and the industry it belongs to. As the saying goes, "do one job, love one job", we have to start from "drill", so that we can work hard in "research" and have the effect of "essence".

3. Guide Students’ Moral Cultivation by Ideological and Moral Education

General Secretary Xi Jinping said, “we should continue to strengthen moral education and cultivate peoples the central link, carry out ideological and political work throughout the whole process of education and teaching, realize whole-process and all-round education, and strive to open up a new situation in the development of higher education in China." The fundamental task of education and the responsibility of The Times is to cultivate people with morality, and the fundamental task of our students is to cultivate themselves with morality. "Virtue is the overall arrangement of talent, and talent is the capital of virtue." Mozi said, "A man of good moral accomplishment and ability is bound to achieve great things. On the contrary, even achievements are small." Strengthen moral education and cultivate people is to guide young students to understand the big morality, keep public morality, strict private morality.

Patriotism, dedication, integrity and friendship are the requirements of socialist core values on the individual level. They are also the summary of the basic moral norms of socialist citizens, such as "patriotism and law-abiding, honesty and sincerity, unity and friendship, diligence and frugality, civility, integrity, unity and friendship, diligence, frugality, self-improvement, dedication and devotion", they are also the yardstick of our behavior for each of us to live in the world. The basic qualities of young students, such as family and country feelings, fighting spirit and integrity, are shaped and cultivated in the process of learning. Under the background of information age, the influence of multi-culture and the emergence of negative information on the Internet lead to the dislocation of values and ideals and beliefs of many students. A common phenomenon is that students play mobile phones in class, after class, during meals, and before sleep. They spend most of their time playing mobile phones. In such a case, it is only the guidance of teachers in the ideological and political theory course and the educational preaching of counselors that can hardly guarantee the educational effect of students in terms of breadth and depth. Therefore, it is necessary for all staff in universities and colleges to participate in the ideological and political education of students and realize it in the whole process.

As adults, College students have the ability to think and judge independently, and they must have a clear understanding and discrimination of the factors that affect their development, especially in the case of various external circumstances that have a greater impact, so external Guidance and shaping becomes even more important. Value guidance is to help students to have a correct understanding and attitude to themselves, to study and life in the university through the efforts of external means such as teachers, teaching assistants and school atmosphere, this creates an endogenous drive to change and progress.

References

[1] The correct orientation of values is the soul of hope for a country and a nation [EB/OL].  
https://www.toutiao.com/i6563141283898982919/

[2] Ideological and political education: to be a value leader with feelings [EB/OL]. 
